

ABSTRACT

The present invention determines a selling price appropriate for both a purchaser and a supplier in a system of cooperative buying by a plurality of intending purchasers on a network.

When an intending purchaser specifies a desired product by manipulating a buyer terminal 10, an order-receiving center terminal 20 sends a menu including base prices of the product for respective delivery dates to the buyer terminal 10. Referring to this menu, the intending purchaser determines and sends a delivery date as well as an order quantity to the order-receiving center terminal 20. The order-receiving center terminal 20 obtains the so-far accepted total order quantity of the product for the delivery date counting the order quantity sent from the above buyer terminal to estimate a price based on this so-far accepted total order quantity, a period from the present time point to the delivery date and a standard selling price of the product. When the intending purchaser is satisfied with the estimated price, (s)he confirms the order. The final selling price for this order is determined based on the standard selling price, the period from the time of order to the delivery date and the total order quantity for the same delivery date that has been accepted by the time order acceptance is closed.